

3 November, 2023

EXPERIENCE MAKERS 台灣站

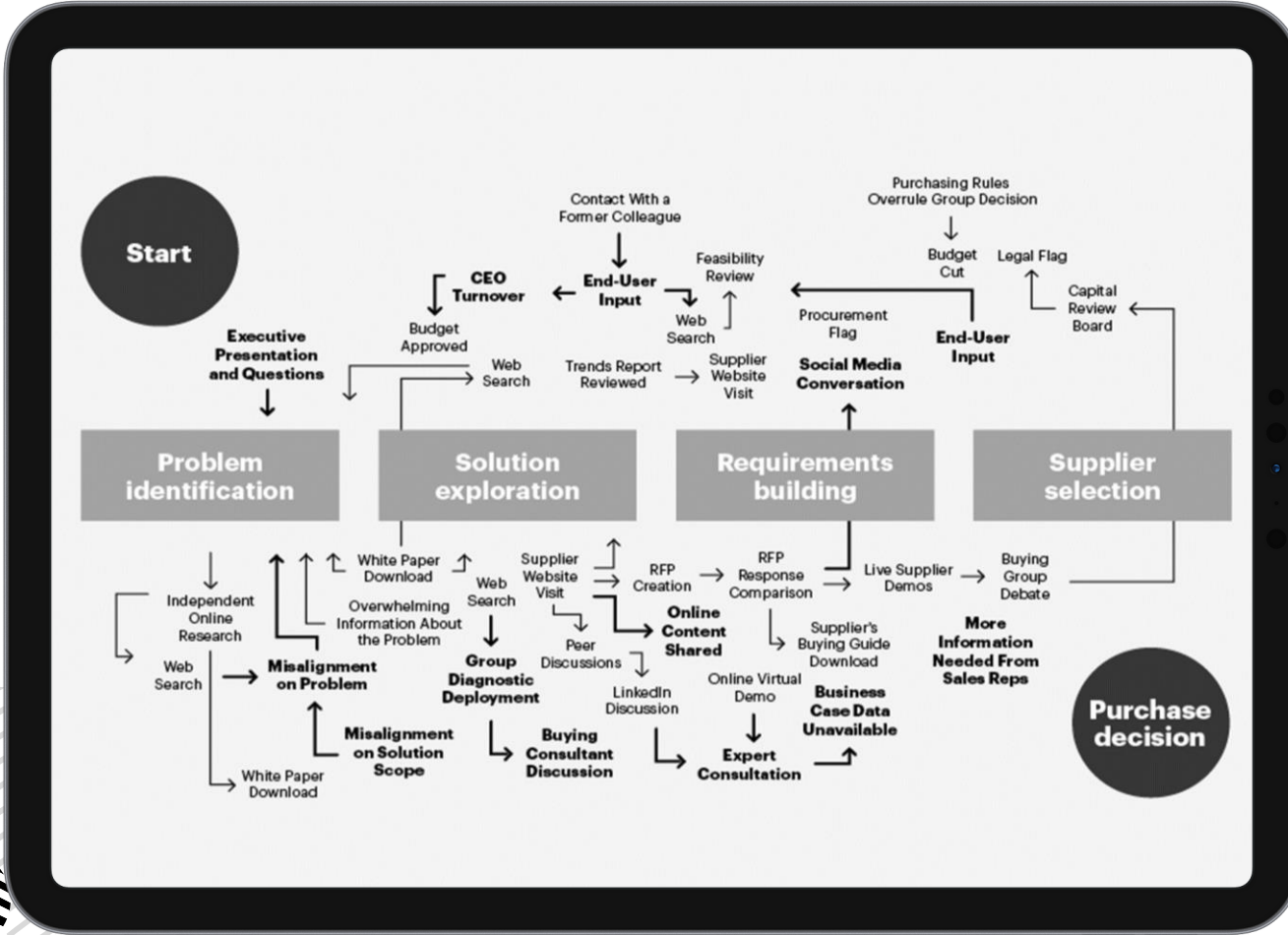
The conference for digital leaders.

下一代的 **B2B** 體驗



Today's B2B buying journey is more complex than ever

Brands struggle to meet the needs of their buyers, sellers, marketers and partners



Buyer Journey Realities

Average number of...

11
Decision
Makers

10
Channels
Engaged

37
Interactions per
Buying Group
Member

Only 17%
of buyer's time spent
meeting with potential suppliers

59% increase
in journey interactions

18-month
average deal cycle

Next-gen B2B Experiences require



**Data Insights
& Activation**



**Content Management
& Collaboration**



**Omnichannel Journey
Automation**



Digital Commerce

Modern Enterprise Infrastructure

Composable
Services

Artificial
Intelligence

Open APIs

Data Collection
& Query

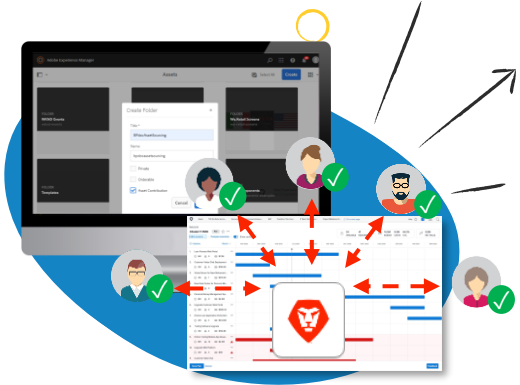
Privacy &
Governance

Cloud

Adobe Experience Cloud for B2B



Data Insights & Activation



Content Management & Collaboration



Omnichannel Journey Automation



Digital Commerce

 **Adobe Experience Cloud**

Real-Time CDP | Customer Journey Analytics | Marketo Measure

Adobe Experience Manager | Workfront | Creative Cloud & Document Cloud

Marketo Engage | Target

Adobe Commerce

Unified Profile | Common Identity | Experimentation | Composable | Multi-Cloud | API-First / Headless | Data Sovereignty | Privacy & Governance

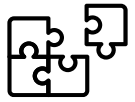
Adobe Experience Platform

Data | Content | Sensei

Source: Adobe B2B Customers

tial.

High-value B2B use cases



Optimize Web Marketing Experiences

Launch and optimize global web marketing channels and customer experiences



Streamline Profile Activation for Real-time Personalization

Unify and activate campaign-ready audiences to automate real-time personalized experiences



Modernize Demand Marketing

Streamline and automate account-based sales and marketing engagement using unified data



B2B Marketing Performance Optimization

Understand customer behaviors to orchestrate complex customer journeys

Elevating Marketing in B2B Enterprises

Oct 2023



For B2B companies, **marketing** must become the engine that drives

Brand Preference.
Revenue Growth.
Customer Experience.

A recent study by the CMO Council and Deloitte found that:

*CMOs have been increasingly asked to elevate their activities from **brand and marketing plan management** to acting as an **enterprise-wide revenue driver** that taps into the hearts and minds of customers.*

Digital in B2B is Complex



Complex Technology

The existing technologies in place for manufacturers are expensive to manage and extend.



Complex Products

Customers need lots of product information on complex products to make decisions and solve their problems.



Scarce Resources

Finding the right people is difficult. B2B is not a “sexy” market for people with digital skills.



Cultural Shift

Ongoing expertise, best practices, troubleshooting and product use recommendations

*“Make your customers’ job easier and they will come back.
If they come back, they will spend more”*

FROM

Consumer shopping
and discovery
experiences



TO

Buying is a Job.
Utility is the
Experience.

Brand Experience bases on UX Design but more than the interface

FROM

Looking for Product

TO

Attract & Loyalty



The screenshot shows the Amazon.com homepage with a search bar at the top left, a navigation menu with categories like 'WELCOME', 'YOUR STORE', 'BOOKS', 'ELECTRONICS', etc., and a main content area with a 'WHAT'S NEW' section, 'New Releases', and 'Movers & Shakers'.

The screenshot shows the Amazon mobile app interface with a 'Off to college' banner at the top, a search bar, and a grid of product recommendations including 'Pick up where you left off', 'Keep shopping for', 'Buy Again', 'School supplies', 'Continue watching', 'Top Deal', 'Do more with Alexa Built-in devices', and 'Watch the new movie "The Lost City"'. A 'Made in Italy' section is visible at the bottom.

And for B2B, devil is always in details

B2B Portal Design Principles

- 1 Help me **compare and choose** the right product and service to suit my unique needs
- 2 Give me the **confidence** to trust you
- 3 Clearly demonstrate how you are **differentiated** from your competitors
- 4 Succinctly tell me what goals I can **accomplish** on your portal
- 5 Give me **instantaneous** access to saveable, sharable **information**
- 6 Help me **address questions** from different stakeholders and approvers within my company
- 7 Give me **relevant case studies** from my **peers and similar companies** so I can understand implications
- 8 **Know my situation** at every stage of the buying process, **regardless of channel and touchpoint**

To design for niche chemical products and support complex enterprise customer needs, consider:

Orders

Some buyers put in many new orders a day, so highlight new orders and show order details to help them find the right one quickly.

Recent orders

Date ordered	Order number	Type	Status
12/07/2013	136 617 98	Fuel	Partly loaded
10/07/2013	136 617 23	Lube	lorem ipsum
09/07/2013	136 616 19	Fuel	Partly delivered
10/07/2013	136 617 23	Lube	lorem ipsum

Open actions

Visually differentiate Open orders and account activities that require attention.

News, actions, and reminders for you

- Invoice 837 4839 has been paid
- Compliance Report is due in 2 days
- CPS July Newsletter 2013

Product sheets

Some buyers require quality assurance documentation as part of their order, so provide them a quick way to download product sheets as part of the process.

Excise Exemption	Product details	Product Details
	View	Lorem ipsum dolor sit amet consectetur adipiscing elit. Proin accumsan. Mauris adipiscing elit. Proin dolor sit amet, consectetur.
	View	Material Safety Data Sheets sit amet, consectetur adipiscing elit. Proin accumsan. Download (PDF)
	View	Fuel document sit amet, consectetur adipiscing elit. Proin accumsan.

Customer reference no.

Some buyers want to enter their own reference numbers, name, cost centre as part of their internal procurement process, and to have traceability.

Order fuel

Your order reference number

Enter your order reference number

e.g. Purchase Order, Cost Centre number etc.

Delivery instructions

Pack sizes and units

For industrial supplies, different pack sizes and units may be available for a given product, and order by size.

Product name	Select pack size	No. of packs
Product Name View details	205 L	
Product Name View details	50 L	
Product Name View details	5 x 1 L	
Product Name View details	25 L	
Product Name	4 x 4 L	

Pricing

Price per litre, price with and without tax, pricing date could be important for different buyers

Pricing Information for

Total \$ excl. Tax **33,354.42**

Rate 1.670723 / L.15 Quantity 19,904.0547

Deliver to Billing account 987 3984

Delivery address: 650847

Invoices & documents

Due to the complexity of B2B relationships, consider these document types besides invoices: credit note, settlement, disputes, statements, reprints, accounting reports, etc.

Account Activity

Accounting > Account Activity

Account Activity

Outstanding Documents

Download Financial Files

Generate Accounting Reports

Reprint Accounting Invoices & Statements

Forecasting

Search Select billing account Date

[View](#) [Approve](#) [Pay](#)

Last 25 orders shown

View & Export Options

Show payments due within a given timeframe, view invoices for a given month, and export statements to help buyer's procurement and accounting team.

Total Amount Outstanding incl GST \$12,852,285.78

Debits \$12,864,497.76

Credits -\$12,212.88

Payments Due in Next 7 Days \$474,116.83

Download Export

Show more

Account > Your Ref > Total incl GST > Due Date >

Billing accounts

An organisation could have multiple buyers but still want a centralised view of invoices. Consider adding different billing accounts.

Order Lubricants

Step 1 of 4

Select billing account and address: Delivery address may affect product availability

Select billing account *

Select delivery address *

If you know the delivery address, selecting it will pre-populate the billing account.

Delivery instructions

Buyer appreciate the ability to easily set delivery to different sites, warehouses, and within a timeframe

Delivery / pickup date * 10/07

Delivery / pickup time * All

You can change the requested delivery / pickup date to a later time but not to an earlier time.

Please notify me if I can't meet this delivery date or requested products are out of stock.

Delivery instructions >

Contextual information

Displaying content and product information by use, industry, and display relevant content in context is important to B2B buyers.

Fuel Products

Automation

Farming

Marine

Mining

Railroad

Industrial

Small engine use

Related links

Precision Spray Oils

Railroad

Industrial

Small engine use

Precision Crop Protection

User permissions

Different user types within one organisation may require different permission and security levels.

Order (part security)

Order fuel

Order lubricants

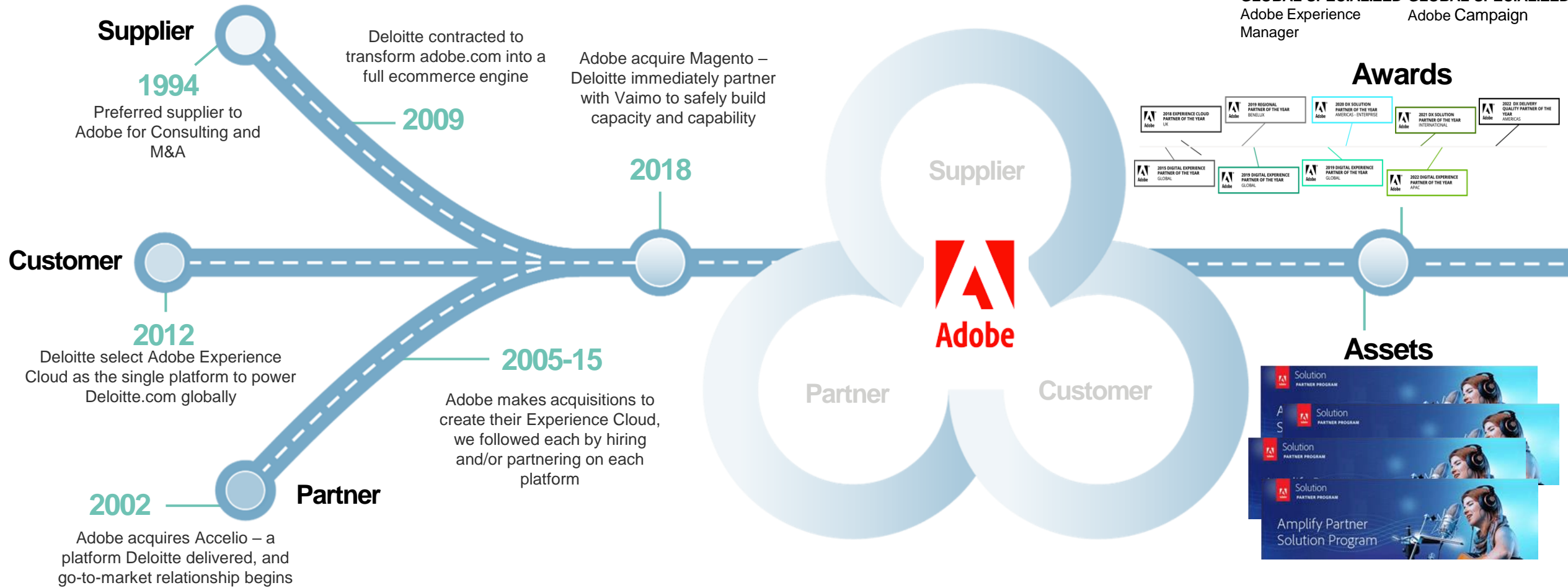
View order history

View order pricing

Account management (full security)

Pricing (no access)

Our 25-year journey with Adobe



Take Deloitte.com as example – global site with local experience

Legend:

- USA (Dark Green)
- AP (Light Blue)
- NSE (Light Green)
- CA (Yellow)
- DCE (Olive Green)

Regional Website Screenshots:

- USA (US):** 2023 Deloitte holiday retail survey. Headline: "Create the bigger picture together".
- Canada (CA):** From challenge to impact: the power of connecting. Headline: "The Future of the Consumer Industry".
- UK:** 2023 Deloitte holiday retail survey. Headline: "Evolving brand loyalty trends and consumer behavior".
- Portugal (PT):** Great decisions cannot depend on luck. Headline: "Global Solutions Center".
- Italy (IT):** La sostenibilità al centro. Headline: "Il blog di Deloitte Italia".
- Netherlands (NL):** From challenge to impact: the power of connecting. Headline: "Deloitte's Gen AI Maker Space".
- Poland (PL):** Zamknięcie roku i podatkowo-prawne wyzwania na 2024. Headline: "Do 2030 roku nowe rodzaje oszczędności mogą być potrzebne".
- China (CN):** 2023前三季度中国内地及香港IPO市场回顾与前景展望. Headline: "2023前三季度中国内地及香港IPO市场回顾与前景展望".

We are continuing looking for transformation opportunities

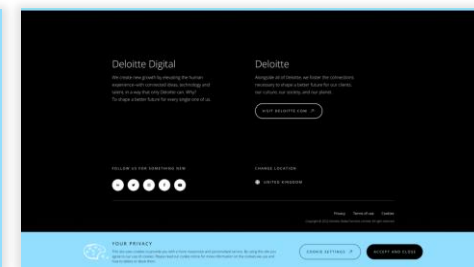
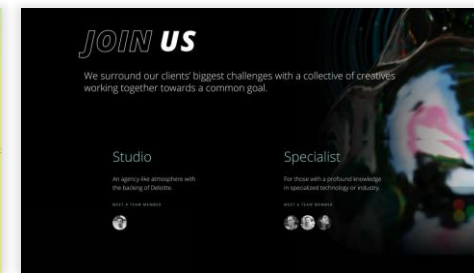
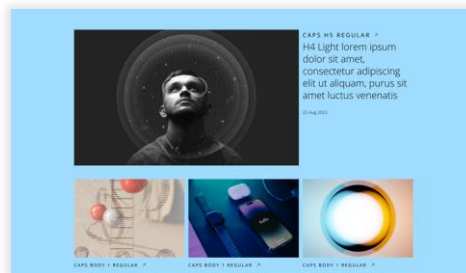
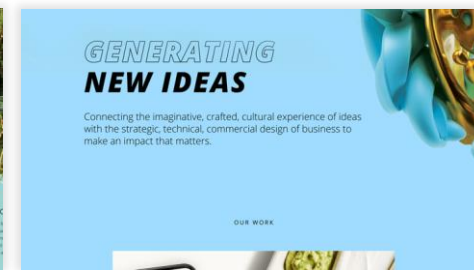
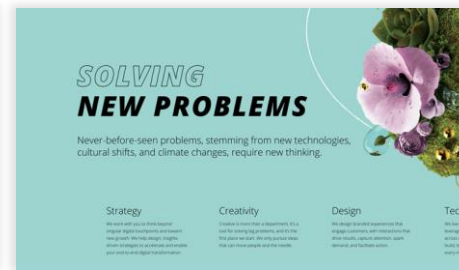
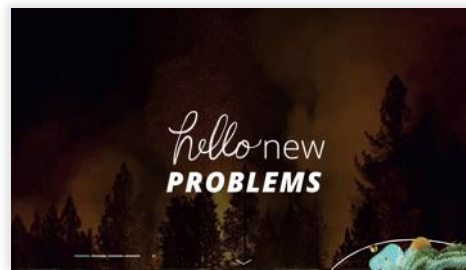
FROM

Deloitte.com



TO

Deloittedigital.com



B2B Marketing: Deloitte offering architecture

	MARKETING TECH & OPS	DIGITAL EXPERIENCE	CUSTOMER ENGAGEMENT	CUSTOMER INSIGHTS	ADVERTISING & BRAND
ESSENTIAL OFFERINGS	<ul style="list-style-type: none"> • Organization • Process & Workflow • Platforms & Capabilities • Planning & Reporting • KPI definition 	<ul style="list-style-type: none"> • Customer Research • Experience Design • WCMS Tech Implementation • Content Strategy & Ops • Personalization & optimization 	<ul style="list-style-type: none"> • MAP Tech Implementation • Data Integration & Mgmt • Campaign Planning • Campaign Design & Execution • Account Based Marketing 	<ul style="list-style-type: none"> • CDP Design & implementation • Marketing Analytics • Customer Segmentation • Account sensing & targeting • Sales & decision enablement 	<ul style="list-style-type: none"> • Brand strategy & creative • Performance advertising • Paid media optimization • Digital media activation • Search Optimization
RELEVANT TECH	<ul style="list-style-type: none"> • Adobe AJO 	<ul style="list-style-type: none"> • Adobe, AEM, Target, 	<ul style="list-style-type: none"> • Adobe Commerce 	<ul style="list-style-type: none"> • Adobe AEP 	<ul style="list-style-type: none"> • Adobe Ad Cloud, Analytics
RELATED OFFERINGS	<ul style="list-style-type: none"> • Customer Strategy • Enterprise Business Planning 	<ul style="list-style-type: none"> • Commerce • Deloitte Studios • Digital Customer – Service • Privacy & Cyber 	<ul style="list-style-type: none"> • Digital Customer - Sales 	<ul style="list-style-type: none"> • Business Analytics • Cognitive Analytics • Digital Customer 	<ul style="list-style-type: none"> • -

Adobe